

| <b>TRAINING COURSE OUTLINE – Local Enterprise Office Wicklow</b> |   |
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| <b>Course Title:</b>   | Effective Use of social media for your Business – Intermediate Level  |
| <b>Trainer 's Name:</b>  | Sandra Hennessy – Be Dynamic  |
| <b>Date:</b>   | <b>Thursday 11<sup>th</sup> November 2021 9.30 to 4.30 pm</b>   |
| <b>Venue:</b>  | Online via Zoom   |
| <b>Cost:</b>   | €50   |
| <b>Target Audience</b>   | This course is for businesses who understand the basics of social media, are actively engaged in promoting their businesses through social media channels and need to develop their campaigns further.  |
| <b>Participants:</b>   | 12  |
| <b>Aim of Course:</b>  | To give the participants the skills, tools and knowledge to take their social media activity and success rate to a higher level.  |
| <b>Course Objectives &amp; Outline Syllabus:</b>                 | <p><b>Content</b></p> <ul style="list-style-type: none"> <li>➤ Developing a social media strategy and measuring KPIs.</li> <li>➤ Analysing their Facebook, Instagram and Twitter accounts using free and low costs tools.</li> <li>➤ Introduction to more advanced features on each channel.</li> <li>➤ Understanding the newsfeed algorithm on each channel and how it impacts content reach.</li> <li>➤ How to create content that achieves high reach and engagement.</li> <li>➤ Examples of similar businesses who are using Facebook, Instagram and Twitter to successfully develop awareness and leads/sales.</li> <li>➤ Using hashtags more effectively and planning what hashtags to use to enhance their message and achieve higher reach for their content.</li> <li>➤ Developing integrated social media campaigns across all channels for a high ROI.</li> <li>➤ Building effective landing pages – the key components of landing pages that deliver a high return.</li> <li>➤ Using competitions tactically and as part of a more advanced strategy for their business.</li> <li>➤ The guidelines around running competitions on each channel.</li> <li>➤ Designing more advanced content like slideshows and videos using Canva.</li> </ul> <p><b>Practical elements</b></p> <ul style="list-style-type: none"> <li>➤ Channel audit and setting KPIs</li> <li>➤ Hands-on using Canva to design video and slideshows</li> <li>➤ Hashtag research and planning</li> </ul> |

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|                                | <p><b>Prerequisite</b><br/>All participants will require access to their social media channels and Canva on their PC/Laptop AND smartphone/tablet.</p>  |
| <p><b>Course Outcomes:</b></p> | <p>At the end of the course, each participant will</p> <ul style="list-style-type: none"> <li>➤ Have analysed their Facebook, Instagram &amp; Twitter accounts and will have evolved their social media strategy.</li> <li>➤ Know how to design more advanced social media posts using Canva.</li> <li>➤ Be able to integrate their social media campaign across multiple channels for a high ROI.</li> </ul> |
| <p><b>How to Book:</b></p>     | <p><b>Book and pay online at:</b><br/><a href="http://www.localenterprise.ie/wicklow">www.localenterprise.ie/wicklow</a></p>  |